

TO: Distribution

DATE: October 28, 1997

FROM: Daniel Lisbon and Amy Wheelock *DW*

SUBJECT: Virginia Slims - Full Flavor Rounded Corner Box Project

In 1998, Virginia Slims' marketing objective is to accelerate growth. We believe that a national introduction of two Full Flavor 100s Rounded Corner Box Packings (Menthol and Non-Menthol) in September 1998 can help us achieve this growth.

You have been identified to be a part of a core launch team for Virginia Slims Full Flavor Box 100s. The kick-off meeting for this project will be held in Richmond on Tuesday, November 18. We look forward to seeing you there.

Meeting

Date: Tuesday, November 18, 1997

Time: 10:00 AM to 1:00 PM (Lunch will be provided)

Location: Richmond, Operations Center, Executive Conference Room - A2W

Agenda

Project Definition	(Virginia Slims Brand)
Product Update	(R&D)
Implementation Plan	(Commercial Development)

Distribution:

J. Branam
B. Bjorkholm
J. Fleenor
H. Forsythe, LBCo.
T. Foster
W. Friend
M. Guy
J. Hawkins
A. Hayes
L. Hun
M. Kirby
D. Lisbon
B. Monahan
P. Nebosky
B. W. Peck
N. Piloti
S. Rush
C. Sarlo
J. Spruill
S. Teitelbaum
W. Tyler
M. Walchak

cc:

M. Anton
T. Lauinger
S. LeVan
W. Marin
G. Yatrakis

2071416121